

Our marketing campaign wins big national award

A George Brown recruitment campaign that helped boost this fall's applications and enrolment to record levels was recently honoured with a prestigious national marketing award.

The College was the only educational institution in Canada to get an award from the Canadian Marketing Association (CMA) this year.

CMA judges were not only impressed with the way the College's calendar, advertising and Web site looked, but how they worked — helping to give George Brown the largest percentage increase in applications and enrolment in Ontario.

Communications and Marketing Director Joyce Lamb, Communications Manager Rosalie Starkey, and Communications Officer Neil McGillivray accepted the prestigious award

for the College at the annual gala CMA dinner at the Westin Harbour Castle on Nov. 14.

The annual CMA awards recognize and celebrate the most talented marketers and their successful campaigns across the country, putting George Brown in competition with organizations including Shoppers Drug Mart, Bell Canada and Visa just to name a few. Winners are chosen on the basis of bottom-line results, creativity and overall effectiveness.

This year, the Canadian Marketing Association received more than 550 entries vying for recognition in 30 different categories including Automotive, Financial, Communications, Leisure and Travel, Pharmaceutical and Healthcare, Brand



Neil McGillivray, senior marketing officer, Rosalie Starkey, marketing manager and Joyce Lamb, marketing director, are all smiles after receiving a Canadian Marketing Award for the 2003-04 recruitment campaign.

Advertising and Direct Mail.

"I was really happy that George Brown achieved recognition with a national award against huge companies with multi-million dollar

budgets," McGillivray said.

The enrolment drive for September 2003 intake was spearheaded by McGillivray and supported by Starkey,

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Hire a helping hand from George Brown

With the holiday party season fast approaching, you might be in need of a few extra hands to serve crab cakes at your dinner party or an extra pair of eyes to watch the kids while you entertain the guests.

And if you don't want to be forking out a lot for a caterer or a babysitter, you don't have to with a unique program offered by Counselling, Career and Employment Services.

Through Share the Wealth, you can hire George Brown students, who invariably need extra cash over the holidays, to help out with just about any kind of project from home renovations and general maintenance to tutoring and childcare.

"If a faculty member is going to throw a party, hire a Hospitality student to cater at a reasonable cost," said Jennifer O'Leary, marketing intern for the project. "That's their field and they need experience."

With programs like the Chef School, Hospitality and Tourism Management, Early Childhood Education, Fashion and Jewellery, Graphic Design and Fitness and Nutrition Management, students are constantly acquiring hands-on skills in the classroom and could always benefit from outside opportunities to practise what they learn.

Faculty, staff and even students are invited to fill out Share the Wealth cards in

Room 582C at St. James campus describing the services they are looking for along with their contact information. The cards will then be posted on a bulletin board for job-hunters to peruse. Students who have something to offer can also fill out a card indicating the kinds of services they are able to provide.

Most details and arrangements, like reference checks, rate of pay and hours, are worked out between the staff member and the student, O'Leary explained.

A survey was recently circulated throughout the College to determine what jobs and services would be most popular. The results showed

that catering, bartending and fitness and nutrition management were the most common, however, any kind of service is welcome, said O'Leary.

"There's more that students can offer from what they learn here at school and from what they currently know as many of our students have had careers in other areas before coming to our college," said O'Leary. "We really want faculty and staff to go in and utilize students' skills."

For more information on Share the Wealth, please contact the Counselling, Career and Employment Services at 416-415-5000 ext. 2107 at St. James and ext. 4585 at Casa Loma campus.

Jammin' from Jamaica

Delegates of the first study tour for the Jamaica Outreach Project travelled a long way to get to know the people, places and programs of Early Childhood Development at George Brown College.

Five visitors, three from Shortwood Teachers' College in Kingston, Jamaica and two from the Jamaican Ministry of Education, Youth and Culture, arrived in Toronto on Nov. 17 and were taken on a nine-day whirlwind tour of activity.

The delegates visited the College's childcare centres and community-based childcare programs, participated in workshops, explored the city, took in a performance of the Lion King and mingled with George Brown staff, students and faculty at the Crystal Apple Awards ceremony and the Jammin' to Jamaica fundraising dinner and silent auction.

"It's been a really exciting time," said Elaine Allen Foster, principal of Shortwood, at the

Nov. 20th fundraiser. "From what I understand of the Early Childhood Development program, it's a good, robust, historically sound program."

The study tour marked the first stage of the five-year project that was awarded to George Brown in April by the Association of Canadian Community Colleges (ACCC) and funded by the Canadian International Development Agency (CIDA).

The goal of the project is to improve the learning, behaviour, coping, developmental and care skills for children up to age six in Jamaica, said Lynn Wilson, ECE professor.

"It's exciting to be involved with a country that appreciates the importance of early childhood development," said Wilson. "Our colleagues were positive about their experiences here and we are all looking forward to continuing our partnership."

One component of the



Participants of the Jamaica Outreach Project enjoy an evening of jerk chicken and Bob Marley at the second annual Jammin' to Jamaica fundraising dinner and silent auction on Nov. 20.

Outreach Project involves George Brown students travelling to Jamaica for a field placement where they gain experience in planning with a child-centered approach and conducting workshops for front-line teachers in the areas of literacy, numeracy, science and indoor and outdoor environments.

The Jammin' to Jamaica dinner and silent auction, held at Siegfried's, raised money for the Jamaica-bound students

and learning resources for the children and teachers they will visit.

Several dignitaries, including His Excellency Carl Marshall, Jamaica's High Commissioner to Canada and Vivian Betton, Jamaica's Consul General, attended the event as well as representatives from UNICEF, Women for PACE and Melanie Pilon, the Project Officer from ACCC.

Around George Brown

During the week of Nov. 24, free flu shots were offered to students, staff and full-time and part-time faculty for the first time at George Brown College. Nursing students encouraged passers-by at St. James, Casa Loma and Ryerson campuses to get a shot administered by Marilyn Sherman, the College's newly appointed occupational nurse and nurses from Seiden Health Management. Given the overwhelming response from the College, flu shots will be offered again next year, said Barbara Dyce, Associate Dean in the Faculty of Community Services and Health Sciences.

The Chef School hosted a symposium and authentic Italian dinner to celebrate the 50th anniversary of the *Accademia Italiana della Cucina*, Milan, Italy on Nov. 12. The Accademia was founded in 1953 when a gastronomically-inclined group gathered in Milan to preserve the culture of Italian cuisine through continuous research and activity. Today, the Accademia has 16,000 members and 173 delegations, 55 of those outside Italy. Nearly 125 people attended the Chef School event including members of the Italian Trade Commission and the Italian Cultural Institute, restaurant owners and the media. A five-course Italian meal was designed and developed to complement topics covered in the evening's symposium by well-known Toronto chefs including Gabriele Paganelli, of *Ristorante Romagnolo*, Lino Collevicchio of *Via Allegro Ristorante*, Oscar Turchi of *Savoia*, Ivano Zambotti of George Brown's Italian Culinary Arts program, and Ian Gallacher of the Chef School.

Industry guests and the Faculty of Technology celebrated the official kick-off of the Technology In The City Partnership Campaign on Nov. 18, announcing the appointment of Mr. Geoffrey Smith, President & CEO of EllisDon Corporation as campaign chair. Along with a cabinet of 20 volunteers, the faculty is aiming for a \$15-million-goal in partnership contributions towards the new Faculty of Technology building, said Lili Litwin, Campaign Director. To date, \$12 million has been raised towards the two-year campaign. For more information or to get involved, please contact Lili Litwin at (416) 415-5000, ext. 4023.



The Cabinet for the Technology In The City Partnership Campaign holds their first meeting in the new boardroom at the Casa Loma campus on Nov. 18.

Fitness Expo gets pumped up with record numbers

The George Brown College Annual Fitness Exhibition celebrated its 25th anniversary with 900 high school students and 50 teachers — the largest crowd to date.

The Casa Loma gym was transformed into a beehive of activity on Nov. 21 with participants taking in energetic stage shows, engaging workshops and interactive booths and kiosks.

"It was certainly the biggest," said John Griffin, a co-ordinator in the Fitness and Lifestyle Management program. "We're going to need more space next time."

The event was organized

by a small group of second-year Fitness students to give them hands-on experience in special event planning, Griffin said. The exhibition also showed potential students what the George Brown College program has to offer and the career options that are available.

"We showcased the types of skills that an exercise specialist has in working out in the fields of rehabilitation, fitness training or health promotion," he said. "We gave them snippets of what a person in this area would be doing in this job."

When the exhibition was first established, it was an

active lifestyle tradeshow for industry but gradually the focus shifted to the program and the students, said Griffin. He ran the event for about 20 years before handing it off to Debbie Bonfield, a technologist in the Fitness program.

While a core group of about five students chose the theme and managed the event planning, more than 80 people had a hand in pulling it off, including first-year Fitness students.

"It's amazing," said Griffin about the event's long-standing history. "It's very exciting to work with energetic young people with great ideas."



A student tests his balancing abilities with some exercise equipment on display at the 25th Annual Fitness Exhibition held on Nov. 21 at Casa Loma.

Networking 101... and we're not talking the Internet

How many times have you read a career column that says networking is the most important aspect of finding a job and then building your career? Research attributes networking as the key to success in 65 per cent of all job searches. But where do you go to learn networking skills?

On Nov. 4, George Brown Hospitality and Tourism Management, in conjunction with Paul Vercigilio, General Manager of the Park Hyatt, hosted a networking "learning lab" which was also a celebration of the start of a unique new degree. George Brown launched its Hospitality Operations Management degree this fall and already, first-semester students are being introduced to a cross-section of industry leaders.

Armed with their own business cards, students were encouraged to interact and model professional networking skills in a realistic setting. They were given the unique opportunity to approach executives, senior managers and

directors from a number of companies including Choice Hotels Canada, the Delta Chelsea, the Ontario Hostelry Institute and Prime Restaurants. By engaging industry supporters of the degree program in conversation, students were actively learning how to build their own "networks."

The event was an opportunity for George Brown to thank their hospitality industry supporters and advisors who helped shape the Hospitality Operations Management degree. The representatives from the hospitality industry served as excellent role models for the students. Paul Vercigilio delivered the keynote address, providing students with "real life" insights into hiring practices. He advised students of the degree program to build relevant hospitality industry experience into their career plans. With a 14-week basic co-op term, and options for two additional co-op terms, these students are well on their way.



Their night to shine

George Brown College faculty members gathered around their shimmering Crystal Apples at the Nov. 19th awards ceremony held in honour of their achievements in teaching excellence. The recipients of the student-nominated awards are (from left to right standing): Akber Remu, Centre for Hospitality & Tourism Management; Barbara Librach, Centre for Health Sciences; Diane Wardrope, Centre for Health Sciences;

Paul Royes, School of Design; Colleen Mahy, General Arts & Science Program; Robert Young, Centre for Advanced Engineering Technologies; (seated) Ian Gallacher, George Brown Chef School; Michael Hlinka, Centre for Financial Services Education and Stephen Mann, Centre for Advanced Building Technologies. For more information, please log onto <http://www.gbrownc.on.ca/foundation/crystalapple>.

upcoming events

Chef School Christmas Bake Sale

December 8 (7:30 to 9 a.m.)

If you're looking to impress your out-of-town guests with a delicious Yule Log or scrumptious shortbread cookies, stop in at the Chef School Christmas Bake Sale, located in the lower atrium at 300 Adelaide St. But you'd better be quick because these treats will be going fast!

Chef School Gingerbread House Competition

December 10 (noon)

Need a little baking inspiration? Come down to the lower level of 300 Adelaide St. and feast your eyes on decorative and delicious Gingerbread Houses created by the Chef School students.

Judging begins at noon.

A Farewell to Frank

December 10 (4 to 6 p.m.)

President Frank Sorochinsky is retiring from George Brown College this month. Join him and your colleagues at Casa Loma campus for some refreshments and reminiscing. To RSVP, please contact Yen Kha at (416) 415-5000, ext. 4479 or ykha@gbrownc.on.ca.

Centre for Continuous Learning Christmas Party

December 12 (6:30 p.m.)

The staff and faculty of the Centre for Continuous Learning are ready to celebrate the festive season and recognize teaching excellence. The CCL party, held at Fantasy Farms, gets underway with a cocktail reception followed an awards ceremony, dinner and door prizes. For more information, log onto <http://bannerweb.gbrownc.on.ca/coned/ccl-party.html>.

Marketing Award (continued from page 1)

recruitment officers Diana Pugliese, John Banning and the rest of the recruitment team, as well as marketing agency McDonnell Haynes — which entered George Brown's campaign in the CMA competition.

The bright, glossy 2003-04 Full-time Programs Calendar was the main marketing tool that contributed to the success of the campaign and a whopping 30 per cent increase in student applications last March.

And not only did the calendars grab the attention of George Brown applicants and the CMA judges but high school teachers were also ordering the program book for their Grade 10 career exploration classes.

"Some teachers found it useful because our calendar more clearly ties economic growth sectors to education

and careers," said McGillivray, referring to the first 28 colour pages of the calendar.

The George Brown team began developing the new concepts and copy more than two years ago while McDonnell Haynes created the appropriate designs. The College Web site and other material were also redesigned and revamped to draw more interest from potential students.

"One of our primary goals in Marketing is to help the College meet enrolment targets," McGillivray said of the marketing and recruitment team. "And while we can encourage more people to apply to the College, it takes hard work by hundreds of people — in the call centre, the Registrar's Office, and every academic department — to convert them from applicants to enrolled students."

ALUMNI PROFILE

Deaf grad listens to her heart, finds her passion

After graduating from George Brown College more than 20 years ago, Delia Avarell came back to discover her passion.

At the age of 40, Avarell returned to the College in 2000 after working for several years in data entry — which she studied at George Brown in 1979.

"In the middle of my life, I decided to leave my job at the Royal Bank and went to study Early Childhood Education. I have a passion for working with deaf children," said Avarell, who has been deaf since she was a young child. "I was happy that I had the opportunity to learn ECE and followed my heart to achieve my goals."

She graduated again from George Brown in 2002 and now works as a supply Educational Assistant and a Residence Counsellor at E.A. Drury School for the Deaf in Milton. She is also a Director-at-Large with the Ontario Association of the Deaf where she advocates for several issues including deaf children's educational rights and employment accessibility. Her passion leads her to participate in conferences including the largest international deaf gathering — the World Federation of the Deaf Congress.

The WFD conference, held last July in Montreal, drew

more than 2,500 people from all over the world to discuss health, language and culture issues from a deaf perspective, said Avarell, giving her a unique opportunity to learn more about other cultures.

And in celebration of International Deaf Awareness Week at the College, Avarell and her colleagues shared their experiences at the Congress during a panel discussion.

"I was excited to go back to George Brown College," she said about the Sept. 25th event. "Many people couldn't afford to attend (the Congress) so I wanted to share my information and news with them."

During her first time around as a George Brown student, the College was just starting to bring interpreters into the classroom, said Avarell.

Today, Deaf & Hard of Hearing Services provides educational support to about 60 students who require assistance through interpreters, computerized notetaking, peer tutoring, counselling and technical devices.

"I feel it is important (to have these services) because deaf and hard-of-hearing individuals deserve quality education in the same way as hearing students do," Avarell said. "To establish a community for this group keeps them connected to each other."

city college news

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George Brown College 2003 United Way Campaign

United Way drive wraps up

Outside the temperature may be dropping but inside the George Brown College lobby, the mercury is rising.

The United Way thermometer has registered a record high of \$85,639.61 raised during this year's fundraising campaign. And it's not expected to stop there with some events still happening this week.

The 2003 United Way campaign officially wrapped up on Nov. 28 after two months of energetic teamwork, exciting events, generous donations and enthusiastic participation from every area of the College.

"The campaign certainly went well this year," said Colin Simpson, United Way committee co-chair and Dean of the Centre for Continuous Learning. "We reached our goal which was the result of the great work that our campaign team did."

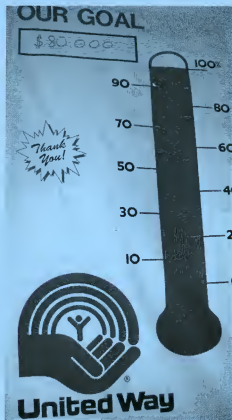
This year's targets were set at \$80,000 and participation from at least 200 donors. While the College was able to surpass the monetary goal with ease, it fell slightly short on the participation side but Simpson said that just gives next year's team something to aim for.

Lorie Shekter-Wolfson, Simpson's committee partner, felt the level of excitement set this campaign apart from previous years.

"There seemed to be more enthusiasm and more things seemed to be happening," said the Dean of Faculty of Community Services and Health Sciences. "The key thing that was different this year was the visibility."

A number of events were held in November ranging from bake sales to Health Check Pit Stops, Toonie Lunches to a Used Book and CD Sale, GBC Idol Tryouts to a Bowl-a-thon and a Karaoke night to the United Way Raffle.

The events were organized and hosted by various departments within the College including Nursing, the Chef School,



Community Services, Technology, Fashion, the Student Association, Theatre Arts and many more.

The fundraising activities helped to bring the College together, gave staff, students and faculty a break from their everyday routine and most importantly, raised awareness about the annual campaign that has been a part of George Brown College for 15 years.

The United Way helps to fund hundreds of social service agencies in the Toronto area. Many George Brown students work with these organizations not only to gain hands-on experience but to help those in need.

"Our campaign gives real recognition to the United Way and its agencies," said Shekter-Wolfson. "It is very much part of what we do and who we are."

By the Numbers

Full-time staff pledges = \$75,129.28

Part-time staff pledges = \$1,060

College Events = \$9,450

Total as of Dec. 1 = \$85,639.61

Major fundraising events:

CN Tower stairclimb = \$2,500

ECE pot luck dinner = \$2,000

United Way Raffle = \$1,960

United Way Raffle winners

Paul Balog

Three paid days off (or \$500)

Michelle Lee

Stainless steel microwave

Margaret Moran

Cordless phone

Theresa Cooke

DVD player

Stacey Mauger

JVC Discman and MP3 player

Jeanette Kyryluk

\$150 gift certificate for Ticketmaster

Veronica Eccles

Two \$50 gift certificates for the Keg Steakhouse

Leo Suokas

Two day passes to Canada's Wonderland

For a full list of winners, please contact Liz Henriques at (416) 415-5000, ext. 2228 or Yen Kha at ext. 4479.

Images from the 2003 United Way Campaign



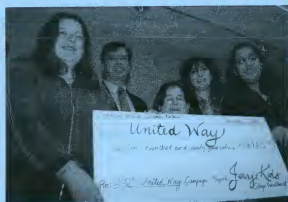
Raffle ticket = \$5

Drum roll please as (from left to right) Liz Henriques, Colin Simpson, Jane Dietrich, Yen Kha, Lorie Shekter-Wolfson and Donna Tozzi draw the lucky winners of the United Way raffle.



Blood Pressure Check = \$2

Frank Sorochinsky, College President, is all smiles after learning from Nursing student Paul Tylliros that his blood pressure looks good. For the unbeatable price of \$2, the Nursing Department was offering mini-health checks on Nov. 10, 11 and 12.



One Halloween baked good = \$.50

College Vocational students (from left to right) Dominka Orzadowski, Natalia Canellopoulou and Preeti Chal present a cheque for \$165.13 to United Way co-chairs Colin Simpson and Lorie Shekter-Wolfson. The donation was raised from their Halloween bake sale held at St. James campus.



Used Harlequin Romance = \$1

On Nov. 13, the St. James campus lobby was turned into a bargain hunter's paradise with great deals on used books, CDs and videos.



Helping thousands of families and individuals in need = priceless

The 2003 United Way campaign volunteers at their kick-off meeting in September.